



Case Study

Benefits of Unpainted Steel Strapping Go Beyond Cost

*We were buying unpainted steel strapping from someone else,
but we got a much better price from B2B.*

Juan Flores, Purchasing Manager,
Interlake Mecalux

Their Challenge

Interlake Mecalux is one of the leading storage system companies in the world---with a presence in more than 70 countries. They design, manufacture, sell, and service storage solutions that include steel racking, warehouse automation, and warehouse management software. Mecalux is sold on unpainted steel strapping for 2 reasons: it is less expensive and it's easy to tell it apart from the other steel strapping they use---which has a different tensile strength. "We have been using unpainted steel strap for years," explained Juan Flores, purchasing manager for Interlake Mecalux. The price difference is significant. We can always get a better price with the unpainted."

When they first contacted B2B Industrial Packaging, the manufacturer they had been working with was no longer producing it.

Rich Lynch, Senior Account Rep for B2B Industrial Packaging, explained. "Like most companies, Mecalux uses steel strapping to help secure their product when transporting it. As a cost-saving measure, Mecalux has always used unpainted steel strapping for certain applications. The problem was that their unpainted steel strapping supplier stopped manufacturing the product. The challenge for Mecalux was to find a distributor of unpainted steel strapping. It also needed to be waxed to help prevent damage to their strapping tools. Knowing that we have the resources to supply our customers with exactly what they need, they contacted B2B Industrial."

Mecalux had actually been working with B2B Industrial Packaging for a while when they approached them about unpainted steel strapping. Juan said that his supervisor recommended B2B Industrial.

"My supervisor had done some research to find the best packaging supplier and chose B2B Industrial Packaging and Rich," Juan said. "He had been working with B2B for a while when we discussed the unpainted steel strapping issue and he recommended them to me. I know he was very happy with them."

Our Solution

Fortunately, B2B Industrial Packaging is one of the few distributors that sell unpainted steel strapping. "It is only produced by a small number of steel strapping manufacturers," Rich said. "Finding a company that could manufacture and deliver the strapping in a cost-effective manner would have been a challenge for Juan, but we already had an excellent supplier. They manufacture a high quality unpainted steel strapping that offers the safety and reliability of painted strapping at a much lower price."

Their Success

Mecalux has been buying unpainted 3/4" .023 RD steel strapping as well as 1/4".029 and 3/4" .025 painted steel strapping from B2B Industrial Packaging. "By providing the company with a low cost unpainted steel strapping Mecalux was able to keep their shipping supply costs down and at the same time know they're shipping their product using a high quality strapping they can rely on," Rich said.

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The Bottom Line

“We compared prices and knew that we were getting a much better price from B2B,” Juan said. In addition to unpainted steel strapping, Interlake Mecalux also buys packaging supplies, strapping, tools, and other strapping materials.

Rich said, “Although we have complete confidence in the quality of the products we sell, I always make it a point to follow up. As expected, the unpainted steel strapping they bought from us performed perfectly—no breaking and no damage to their strapping tools.”

Juan is pleased with the entire B2B Industrial Packaging experience. “Rich always gets us the best price and gets the product to us when we need it,” he said. “I would definitely recommend B2B to others because of the great customer service, the product quality, the low prices and the fast turnaround on orders.”

About Unpainted Steel Strapping

Unpainted steel strapping is a low-carbon product that’s perfect for many applications. Following are a few benefits:

- It has the same quality as its painted counterpart, but at a reduced cost (roughly 20% less).
- In some cases unpainted strapping will outperform painted strapping.
- It won’t create residue deposits in tools and significantly reduces tool repair.

The best applications for this product are where paint is not needed or, in some cases, not desirable. Since the paint prevents oxidation (rust), it is very cost-effective for any situation where oxidization of the strapping is not a factor. Because of this, unpainted steel strapping is widely used in lumber yards and in many manufacturing companies, such as Interlake Mecalux.

About the Client

Interlake Mecalux is one of the leading companies in the storage systems market specializing in the design, manufacturing, sale, and service of steel racking, warehouse automation, warehouse management software and other storage solutions. Mecalux, founded 50 years ago, is the leading storage company in Spain and ranks third in the world in its field---selling in more than 70 countries.

The company’s elite position in the market is due to its application of the most advanced technology in the industry and its extensive worldwide distribution network. Mecalux’s growth and development is based on ever expanding sales distribution networks, investment in research and development, its automated warehouse division, and its cutting-edge logistics portal.

About Us

B2B Industrial Packaging offers the best packaging products, service, and solutions for businesses ranging from Fortune 500 companies to small growing enterprises. With a base of more than 2,000 active clients, we sell industrial packaging products, such as such as banding carts, strapping carts, steel strapping, polyester banding, polypropylene banding, steel banding seals, and stretch film.. B2B Industrial serves clients primarily in the Central Great Lakes, Northern California, Dallas, and Houston areas and operates a banding tool repair and strapping tool repair facility at its Addison, Illinois headquarters. To contact B2B Industrial Packaging, call 1-800-413-2463 or visit www.B2BInd.com.